

**FOR IMMEDIATE RELEASE**

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## **NAVICO APPOINTS KNUT FROSTAD EXECUTIVE VICE PRESIDENT OF DIGITAL BUSINESS AND MARKETING**

**Egersund, Norway** – Navico, parent company to the Lowrance®, Simrad®, B&G® and C-MAP® brands announced today Knut Frostad has joined the management team as executive vice president of digital business and marketing. Frostad brings extensive industry experience, most recently serving as chief executive officer of Volvo Ocean Race. Furthering Navico's commitment to leading the industry in providing a fully connected and integrated vessel, which opens the boating ecosystem, Frostad will be responsible for enabling a large set of new services for a full end-to-end experience and creating new business models that will drive more valuable interactions with consumers.

A former professional offshore and Olympic sailor, Frostad assumed the role of CEO of the Volvo Ocean Race in 2008 and brought a wealth of knowledge to the race. Having competed in four editions of the event, as helmsman, watch leader and skipper, as well as raising full sponsorship of all his campaigns, he is also recognized for helping the Race achieve true globalization through the use of a comprehensive digital media platform, onboard reporters and a sophisticated race control center in Spain to bring high-quality content to a worldwide audience.

Born in Harstad, Norway, Frostad has mirrored his successful sailing career in the boardroom. He has a business background in management, has held a number of director and advisor positions within international companies, and has been an active Navico board member since 2005 and a driving force in the company. He is also a renowned motivational speaker.

“Having been so closely involved with Navico since 2005 as a board member as well as an active user of Navico’s equipment both as a professional sailor and while cruising recreationally, this opportunity combines several of my great passions — boating, digital business and communication,” said Frostad. “I am excited to join Navico’s incredible team and contribute to the future growth of the company.”

“Knut is a legend in the offshore racing community and an accomplished executive as well,” said Leif Ottosson, CEO, Navico. “Not only does he have an intimate hands-on understanding of marine electronics, he has the ability to manage the ever-increasing responsibilities of our worldwide digital and marketing efforts. We look forward to working with him as Navico continues innovating to meet the needs of boaters at all levels from beginner to professional.”

Volvo Ocean Race’s Jordi Neves will also join Navico on January 28th as Chief Marketing Officer and Senior Vice President. Highly technical and analytical with a strong focus on marketing, digital transformation, and sustainable business growth, Neves has a proven record of delivering consumer products, omnichannel customer experiences and digital solutions. Neves will lead Navico’s brand management and digital marketing, as well as regional sales and trade marketing.

Both Frostad and Neves will be based in Navico’s London office.

For more information on the Navico brands, please visit [www.lowrance.com](http://www.lowrance.com), [www.simrad-yachting.com](http://www.simrad-yachting.com), [pro.simrad-yachting.com](http://pro.simrad-yachting.com), [www.bandg.com](http://www.bandg.com) and [www.c-map.com](http://www.c-map.com), and to find out more about the Navico Group of companies, visit [www.navico.com](http://www.navico.com).

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**About Navico**

A privately held, international corporation, Navico is a leading marine electronics company, and is the parent company to leading marine electronics brands: Lowrance, Simrad, B&G and C-MAP. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. [www.navico.com](http://www.navico.com).



Knut Frostad



Knut Frostad Sailing with B&G